

AMENDMENTS TO THE CLAIMS

Please cancel claims 2, 13, 14, 19, and amend claims 1, 3, 4, 12, 15, 16, 18, 20, 22, 23 as follows:

1. (Currently Amended) In a product search engine, a method for displaying search results in response to a search query comprising:

obtaining a product search query generated by a user;
responsive to the query, obtaining search results comprising a set of links, each of the links associated with a web document determined to be relevant to the query; and
~~generating displaying~~ the set of links ~~for display~~ according to a plurality of user-selectable formats, wherein the plurality of user-selectable formats includes a grid view and a list view.

2. (Canceled).

3. (Currently Amended) The method of claim [[2]] 1, further comprising:

associating at least one advertisement with the query; and
generating the advertisement for display in the list view.

4. (Currently Amended) The method of claim 1, further comprising:

for each of the set of links, generating a first set of cues for output in a first one of the plurality of user-selectable [[views]] formats, and generating a second set of cues for output in a second one of the plurality of user-selectable [[views]] formats.

5. (Original) The method of claim 4, further comprising generating the first set of cues for output as a first type of media and the second set of cues as output as a second type of media.
6. (Original) The method of claim 4, further comprising generating the set of cues for output as text, and generating the second set of cues for output as a truncated version of the first set of cues.
7. (Original) The method of claim 5, further comprising generating the set of cues for output as an image.
8. (Original) The method of claim 5, further comprising generating the first set of cues for output as audio.
9. (Original) The method of claim 5, further comprising generating the first set of cues for output as text.
10. (Original) The method of claim 3, further comprising generating no advertisement for display in the grid view.
11. (Original) The method of claim 3, further comprising generating the advertisement for display if the grid view is selected.

12. (Currently Amended) A method for providing user-selectable views of search results by a product search engine comprising:

displaying a set of search results relevant to a product search on a first search result page, the set of search results displayed in accordance with a [[first]] grid view; and

providing a link on the search result page to a second search result page, the second search result page for displaying the set of search results in accordance with a [[second]] list view.

13. (Canceled).

14. (Canceled).

15. (Currently Amended) The method of claim [[14]] 12, wherein an amount of textual information displayed in conjunction with a search result of the set of search results in the [[second]] list view is relatively less than in conjunction with the search result in the [[first]] grid view.

16. (Currently Amended) In a product search engine, a method for displaying search results comprising:

generating a set of search results in response to a search query; and

displaying the set of search results as a grid of two or more columns on a search result page, in response to user selection of a grid view.

17. (Original) The method of claim 16, further comprising displaying an associated picture for one or more of the results in the set of search results.
18. (Currently Amended) In a specialized search engine, a method for outputting specialized search results comprising:
- generating a set of search results in response to a search query;
 - outputting a first set of cues for one of the set of search results upon selection of a [[first search result]] grid view output mode by a user; and
 - outputting a second set of cues for the one of the set of search results upon selection of a [[second search result]] list view output mode by the user.
19. (Canceled).
20. (Currently Amended) An apparatus for searching a database in response to a search query comprising:
- a storage area to store a set of instructions; and
 - a processor, coupled to the storage area, to execute the instructions which cause the processor to:
- obtain a set of search results from a database in response to a query; and
 - generate the set of search results for output in a first format, wherein a first set of cues are output for one of the set of search results in response to user selection of a grid view; and

generate the set of search results for output in a second format, wherein a second set of cues are output for one of the set of search results in response to user selection of a list view.

21. (Original) The apparatus of claim 20, wherein the first set of cues and second set of cues differ with respect to an amount of text included in each.

22. (Currently Amended) The apparatus of claim 21, wherein the instructions which cause the processor to generate the set of search results for output in a first format ~~comprise the query is product-related and the second format includes~~ displaying the set of search results in a grid format, wherein ~~[[in]]~~ at least one of the set of search results includes a pictorial representation of a product associated with that result.

23. (Currently Amended) A product search engine system comprising:
means for generating product-related search results in a first output format in response to user selection of a grid format; and
means for generating product-related search results in a second output format in response to user selection of a list format.

24. (Original) The product search engine system of claim 23, wherein the first output format includes displaying the product-related search results in a grid format comprising two or more columns.